



FOR IMMEDIATE RELEASE

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ARTISTS CAN WIN SOME EXTRA CASH CREATING MASTERPIECES TO PROMOTE LAND COMBAT EXPO

U.S. Army Europe Public Affairs Office release

HEIDELBERG, Germany -- Local artists could bring home some cash by creating masterpieces for U.S. Army Europe to use as its marketing tool for the 2005 Land Combat Expo.

The theme for the 2005 LCE is "USAREUR at War Today and Transforming for the Future," said Maj. William Stewart, Expo planner.

"We are looking for artwork that illustrates USAREUR's contributions to the war on terrorism, the latest in military technology, and preparations for the future."

The contest, which runs through June 3, is open to all U.S. ID cardholders in the following categories:

- Soldiers (active and reserve component)
- DoD civilians
- Family members of the above groups ages 13 and older
- Retirees

Judges will evaluate entries for their storytelling ability; technical quality; originality, and creativity.

First, second, and third place entries in each category are worth \$1,000, \$750 and \$500, respectively. A panel of art professionals will select winners during the second week of June.

Winners will be selected in the following categories:

The USAREUR commanding general and the board of directors will select one of the competition's first-place winners as "best in show."

"The big winner will be the centerpiece of the 2005 LCE advertising campaign and earn its artist an additional \$1,000," said Stewart.

"USAREUR will invite all winners to the Land Combat EXPO to receive their awards at a formal presentation," Stewart added. Winning entries will also be posted on the USAREUR web site (www.hqusareur.army.mil) and displayed during the Expo.

LAND COMBAT EXPO ART CONTEST RULES:

-- All entries must qualify as either fine art or illustration. The dimensions of each entry must be no less than 8 inches by 11 inches and no greater than 12 inches by 16 inches.

-- Fine art entries are defined as a two-dimensional works created by any freehand method using wet-based mediums. The primary media used to create artwork in this category are watercolor, oil paint, pastels and airbrush.

-- Illustration entries are defined as a two-dimensional works created by any freehand method using dry-base media. Artwork accepted in this category includes line art, cartoons and sketches (including field sketches). The primary media used to create artwork in this category are pencil, charcoal and chalk. Ink is also considered a dry-based medium unless applied using a wash technique.

-- Each entry must be the work of one entrant, who must have performed all of the work. Team entries are not permitted.

-- Entrants can compete in only one of the four categories, although they may enter more than one piece in their category.

-- Work completed as part of a professional business enterprise cannot be submitted.

-- Each entrant must attach an Entrant Data Form to the back of his artwork. The form can be found online at <http://www.hqusareur.army.mil/LCEpublicity/LCEContestEntryform.pdf>. Only one form is required for each entrant. It is the responsibility of the entrant to package and mail entries to prevent damage during mailing. Entries will be mailed to either of the following addresses:

HQ USAREUR PAO
c/o Steve Sanderson
AEAPA - Production
APO AE 09014

Headquarters, USAREUR
Attn: OCPA (Mr. Sanderson)
Romerstrasse 135
69126 Heidelberg
Germany

Entries become property of USAREUR and will not be returned. USAREUR is not responsible for loss or damage to entries. Any entry may be used, altered or published as USAREUR and its designees see fit.

Entry packages must be received no later than June 3.

Questions regarding these instructions can be addressed to Steve Sanderson, competition coordinator, at sandersons@hq.hqusareur.army.mil, or Arthur McQueen, alternate competition coordinator at mcqueena@hq.hqusareur.army.mil.

